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13 June 1958

*Handwritten signature*  
 Mr. Gardner Cowles, President  
 Cowles Magazines, Inc.  
 488 Madison Avenue  
 New York 22, New York

Dear Mr.:

Thank you very much for your kind letter of 28 May inviting me to be the principal speaker at the 44th annual meeting of the Audit Bureau of Circulations in Chicago on 23 October.

I sincerely regret that I cannot at this time make a firm commitment for a speaking engagement in October. It is quite possible that I shall be in Europe at the time of this particular meeting and in view of this possibility, I feel I should decline what is a most attractive proposal. In any event, I appreciate your thinking of me and hope we can get together for a good talk in the near future.

Sincerely,

SIGNED  
 Allen W. Dulles  
 Director

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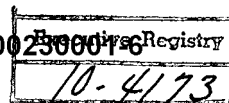
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# LOOK

COWLES MAGAZINES INC. *Look Building, 488 Madison Ave., New York 22, N. Y., MURRAY HILL 8-0300*

GARDNER COWLES, *President and Editor*

May 28, 1958

Dear Allen:

I have been asked by the Board of Directors of the Audit Bureau of Circulations to extend an invitation to you to be the principal speaker at the 44th annual meeting of this organization in Chicago Thursday, October 23, 1958. They are anxious to have you as the sole speaker at their luncheon which is the featured event of the meeting.

In attendance will be representatives of the leading publishers of newspapers, magazines, farm and business publications in the U.S. and Canada plus representatives of the leading advertising agencies and national advertisers. We would estimate an attendance of approximately 500.

The speakers at the morning program of the A.B.C. meeting will be Andrew Heiskell, publisher of Life magazine, and Fairfax M. Cone, chairman of the board of one of America's largest advertising agencies, Foote, Cone & Belding.

Two years ago the luncheon was addressed by Mr. Frederick Seaton, Secretary of the Interior, and last year by a leading Canadian government official when Jim Hagerty had to withdraw his acceptance because Queen Elizabeth planned to visit the President at that time.

You could speak on any subject of your choosing and, of course, they would like best to have you talk about the C.I.A. and your own work. There is heavy press coverage of the luncheon speaker's address.

It is the earnest hope of the Directors of the Board of the A.B.C. that you will accept this invitation. I would appreciate hearing from you.

Sincerely,

Mr. Allen Dulles  
Central Intelligence Agency  
2430 E Street, N.W.  
Washington, D. C.